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# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No.	17887-004600US
First Inventor	Ronald Jacoby
Title	SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTS

Express Mail Label No. ET054315541US

APPLICATION ELEMENTS		ADDRESS TO			
See MPEP chapter 600 concerning design patent application contents.					
1. <input checked="" type="checkbox"/> Fee Transmittal Form (e.g., PTO/SB/17) <i>(Submit an original and a duplicate for fee processing)</i>		Assistant Commissioner for Patents Box Patent Application Washington, DC 20231			
2. <input type="checkbox"/> Applicant claims small entity status. <i>See 37 CFR 1.27.</i>					
3. <input checked="" type="checkbox"/> Specification [Total Pages 19] <i>(preferred arrangement set forth below)</i> <ul style="list-style-type: none"> <li>- Descriptive title of the Invention</li> <li>- Cross References to Related Applications</li> <li>- Statement Regarding Fed sponsored R &amp; D</li> <li>- Reference to sequence listing, a table, or a computer program listing appendix</li> <li>- Background of the Invention</li> <li>- Brief Summary of the Invention</li> <li>- Brief Description of the Drawings (<i>if filed</i>)</li> <li>- Detailed Description</li> <li>- Claim(s)</li> <li>- Abstract of the Disclosure</li> </ul>					
4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) [Total Sheets 5]					
5. Declaration and Power of Attorney [Total Pages 2] <ul style="list-style-type: none"> <li>a. <input checked="" type="checkbox"/> Newly executed (original or copy)</li> <li>b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63 (d))  <i>(for a continuation/divisional with Box 18 completed)</i> </li> <li>i. <input type="checkbox"/> <b>DELETION OF INVENTOR(S)</b>            Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).</li> </ul>					
6. <input checked="" type="checkbox"/> Application Data Sheet. See 37 CFR 1.76					
<b>ACCOMPANYING APPLICATIONS PARTS</b>					
9. <input checked="" type="checkbox"/> Assignment Papers (cover sheet & document(s))					
10. <input type="checkbox"/> 37 C.F.R. §3.73(b) Statement <input type="checkbox"/> Power of Attorney ( <i>when there is an assignee</i> )					
11. <input type="checkbox"/> English Translation Document ( <i>if applicable</i> )					
12. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS Citations					
13. <input type="checkbox"/> Preliminary Amendment					
14. <input type="checkbox"/> Return Receipt Postcard (MPEP 503) ( <i>Should be specifically itemized</i> )					
15. <input type="checkbox"/> Certified Copy of Priority Document(s) ( <i>if foreign priority is claimed</i> )					
16. <input type="checkbox"/> Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.					
17. <input type="checkbox"/> Other:					

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

 Continuation     Divisional     Continuation-in-part (CIP)

of prior application No: \_\_\_\_\_ / \_\_\_\_\_

Prior application information: Examiner \_\_\_\_\_

Group / Art Unit: \_\_\_\_\_

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 19. CORRESPONDENCE ADDRESS

<input checked="" type="checkbox"/> Customer Number or Bar Code Label	20350	or <input type="checkbox"/> Correspondence address below <i>(Insert Customer No. or Attach bar code label here)</i>		
Name	Townsend and Townsend and Crew LLP			
Address				
City	State		Zip Code	
Country	Telephone	(415) 576-0200	Fax	(415) 576-0300
Name (Print/Type)	Ronald C. Gorsche, Jr.	Registration No. (Attorney/Agent)	45,505	
Signature		Date	1/31/01	

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DE 7032385 v1

# FEE TRANSMITTAL

## for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$ 710.00)

Complete if Known	
Application Number	
Filing Date	
First Named Inventor	Ronald Jacoby
Examiner Name	
Group Art Unit	

Attorney Docket No. 17887-004600US

## METHOD OF PAYMENT (check one)

1.  The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account Number 20-1430

Deposit Account Name Townsend and Townsend and Crew LLP

Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

Applicant claims small entity status. See 37 CFR 1.27

2.  Payment Enclosed:
 Check     Credit card     Money Order     Other

## FEE CALCULATION (continued)

Fee Code	3. ADDITIONAL FEES		Fee Description	Fee Paid
	Large Entity Fee (\$)	Small Entity Fee (\$)		
105	130	205	Surcharge - late filing fee or oath	
127	50	227	Surcharge - late provisional filing fee or cover sheet.	
139	130	139	Non-English specification	
147	2,520	147	For filing a request for reexamination	
112	920*	112	Requesting publication of SIR prior to Examiner action	
113	1,840*	113	Requesting publication of SIR after Examiner action	
115	110	215	Extension for reply within first month	
116	390	216	Extension for reply within second month	
117	890	217	Extension for reply within third month	
118	1,390	218	Extension for reply within fourth month	
128	1,890	228	Extension for reply within fifth month	
119	310	219	Notice of Appeal	
120	310	220	Filing a brief in support of an appeal	
121	270	221	Request for oral hearing	
138	1,510	138	Petition to institute a public use proceeding	
140	110	240	Petition to revive - unavoidable	
141	1,240	241	Petition to revive - unintentional	
142	1,240	242	Utility issue fee (or reissue)	
143	440	243	Design issue fee	
144	600	244	Plant issue fee	
122	130	122	Petitions to the Commissioner	
123	50	123	Petitions related to provisional applications	
126	180	126	Submission of Information Disclosure Stmt	
581	40	581	Recording each patent assignment per property (times number of properties)	
146	710	246	Filing a submission after final rejection (37 CFR § 1.129(a))	
149	710	249	For each additional invention to be examined (37 CFR § 1.129(b))	
179	710	279	Request for Continued Examination (RCE)	
169	900	169	Request for expedited examination of a design application	
Other fee (specify) _____				
*Reduced by Basic Filing Fee Paid				SUBTOTAL (3) (\$)

The Commissioner is authorized to charge any additional fees to the above noted Deposit Account.

\*\*or number previously paid, if greater. For Reissues, see above

SUBMITTED BY						Complete (if applicable)
Name (Print/Type)	Ronald C. Gotsche Jr.	Registration No. Attorney/Agent)	45,505	Telephone	303 571 4000	
Signature						Date 1/31/01

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

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